

CALL FOR



MIND – Milan Network for Design

II LEVEL MASTER

Accademia di Belle Arti di Brera – Milano

Title

NEW MEDIA ART DESIGN

Educational purposes

The Master purpose is to develop and consolidate a system capable of entering skills in planning processes within the frame of the design of interactive and technologically advanced environments, whose aesthetical and artistic dimension is able to produce 'sensitive' multi-dimensional and integrated, natural and artificial habitats, between man and device, through the use of new media and new communication languages.

The design of technologically 'sensitive' habitats requires nowadays skills, methodologies, and operational, innovative and plastic practices, capable to respond to new complex, open and in flux relational processes.

In particular, the Master will provide the technical and cultural tools to train new professionals able to design artistic, cultural, and service interventions in the fields and in the open spaces of a city, combining the skills on the aesthetics and artistic design of the new digital languages together with the expertise of technologically advanced systems.

Software that will be detailed will be on the one hand those related to web and video editing and on the other hand those directly involved in the management of interactions.

Professional profiles

The Master is organized for second level graduated students, and business operators who have an interest in entering the professional groups that implement a design aesthetic with the new expressive languages related to new technologies, and with the aim of adequately responding to public and private market requests of aesthetical/technological design that in recent years has registered an impressive increase.

Admission criteria

- **Italian and foreign II level Degree or graduated students, even with work experience, for whom the Master can provide a significant supplement to their education.**
- **Areas of interest, professionals, artists to whom the Master addresses: multimedia project managers, visual artists, designers, architects, set designers, media communication designers, interactive designers, interface designers.**
- **Age between 24 and 38 years.**

- **Selection to the Master will be made on the basis of the European format curriculum together with a portfolio of works and projects of the candidates, and an interview. Having passed the first stage, the shortlisted candidates will be contacted for a final interview and those admitted will be decided definitively.**

- **Selection interviews will be carried out also in video conferencing with desktop sharing, according to a timetable which will be communicated to shortlisted candidates.**

- **Documentation**
 - **Application Form to the selection tests duly filled;**
 - **European format CV;**
 - **portfolio with works and projects of the candidates;**
 - **two passport photos;**

This documentation must be sent to URP/Master Office within deadline in printed and digital (CD or DVD) format, by mail or personally (Monday to Friday, from 8.30 to 15.00) at the following address:

**Accademia di Belle Arti di Brera
Master MIND Project
Ufficio URP/Master
Via Fiori Oscuri, 7
20121 Milano
Italia**

Curriculum in European format and application form to the selection tests are downloadable from the website www.accademiadibrera.milano.it (at the link "Master Mind"), or from the website www.milanetworkdesign.it

- **Deadline for application form delivery is March 15th 2010 within, and not later than 3 p.m.**

Program

The Master Program includes different areas of activity which will be developed in parallel, for a total amount of 500 hours (440 theoretical hours and technical laboratory with the teacher, 60 Interior workshop) and 250 hours of Internship.

Theoretical lectures and technical labs (440 hours):

SUBJECTS	PROFESSORS	TOTAL HOURS
Multimedia drama	Prof. Balzola Andrea	30
Shooting and editing techniques	Prof. Baresi Giuseppe	28
Interaction New Technology	Prof. Biamonti Alessandro	12
Interactive media art	Prof. Brunone Tullio	30
Multimedia stage installations	Prof. Bruzzese Luca	6
Digital modelling 3D techniques	Prof. Ciocia Alberto	24
Introduction workshop	Prof. Cuoghi Ezio	30
Multimedia direction	Prof. Cuoghi Ezio	30
Art design	Prof. Dominoni Annalisa	12
Communication design	Prof. Galbiati Marisa	12
Innovation design	Prof. Francesco Galli	12
Web software	Prof. Marangoni Gian Luca	22
Digital Photography	Prof. Oppedisano Joe	14
Digital applied technologies	Prof. Orlandi Luca	24
Multimedia show processes and techniques	Prof. Paolin Daniele	28
Interaction design	Prof. Pillan Margherita	12
Multimedia project	Prof. Rosa Paolo	30
Trend design	Prof. Semprini Roberto	18
Interactive software	Prof. Suffritti Daniele	30

Digital art culture	Prof. Tettamanzi	20
<p>Interior workshops (60 hours).</p> <p>Internship (250 hours): Interactive media art – STUDIO AZZURRO.</p> <p>Internship will be undertaken with several BRERA partner companies, according to the single student's profile, skills and interests.</p>		
General information		
<p>Course duration April 2010- February 2011: lectures April -> December 2010; internship January 2011 -> February 2011; event: September 2010.</p> <p>Weekly commitment Compulsory. Three days a week.</p> <p>Final Certification Second Level Master in New Media Art Design (provided the absences do not exceed 20% of the total amount of hours, after passing the individual assessment tests and final examination)</p> <p>Limited number for participating students 30 students.</p> <p>Master language <u>English.</u></p> <p>Location Academy of Fine Arts Brera – via Brera 28 – Milano.</p> <p>Cost 10.000 Euros.</p> <p>Grants Provision of 3 scholarship for the attendance of the entire Master course, with accommodation and meals included (for the students admitted from 1st to 3rd place). Provision of 7 scholarships for attendance of the entire Master (for those admitted from 4th to 10th place). Provision of 10 scholarships of € 5,000 (for those admitted from the 11th to the 20th place). Provision of 10 scholarships of € 3,000 (for those admitted from 21st 30th place).</p> <p>Contact person Ufficio URP/Master, Sonia Tonello (italiano), ore 8.30-15.00: Tel. 0039 02 86955292/241. Elisabetta Solca (inglese), ore 9.30-16.30: Tel. 0039 02 86955237.</p>		

E-mail: mind_brera@accademiadibrera.milano.it

Web sites: www.accademiadibrera.milano.it; www.milanetworkdesign.it

EVENT

Title

URBAN INTERACTIVE MEDIA ART

Description

The event will consist in planning an exhibition and in realizing an installation of interactive and relational works open to the public.

Location

Two underground stations in Milan:
Porta Venezia, Porta Garibaldi.

Period and length

September 2010.

INTERNATIONAL NETWORK

And guest lecturers

NEW MEDIA ART DESIGN

Guest lecturers

Three international media arts personalities will be invited to give open lectures during the Master.

Name

Derrick De Kerckhove
director of McLuhan culture and technology Program at Toronto
University - Canada

Name

Marina Abramovic
Artist - Serbia

Name

Dumb Type
Artist - Japan

Master Director

Ezio Cuoghi – ezio.cuoghi@tin.it

Milano



Comune
di Milano

